**Orders** Order / Rev: 1310652 Alt Order #: 08410126

> Product Desc: FUND 4 GREAT PUB SKL

Estimate:

Flight Dates: 10/06/16 - 10/17/16

Original Date / Rev: 10/05/16 / 10/05/16

Order Type: Political Primary AE:

Sales Office:

Sales Region:

Jim Quinn

T-PHI

WGRZ

NAT

Agency

Name:

**Buying Contact:** 

Billing Contact:

55 Washington St., Suite 624

Red Horse Strategies/ POL

Brooklyn, NY 11201

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast EOM/EOC

**Advertiser** 

Name:

Fund for Greater Public Schools / ISS

Demographic:

A35+

**Product Codes:** Priority:

P04-GB

IS-Issue/Ballot

Revenue Codes:

AGY, (POL) Political, (POL) Issue

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

00:15:00 107763

33690AG

General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	76	\$57,930.00	\$49,240.50

### **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	76	\$57,930.00	\$49,240.50	0.00
Totals	76	\$57,930.00	\$49,240,50	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WGRZ	36%	\$57,930.00
Market	100%	\$160,916.67

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	35%	\$56,320.83
WKBW	16%	\$25,746.67
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	6%	\$9,655.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	7%	\$11,264.17

Ln Ch St	tart End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri Rtg Type	Spots	Amount
E 1 WGRZ 10	/06/16 10/08/16	LN (M-Su)	CM	11-1135PM	-F&SU,TFS-	:30	3	\$900.00P02-F 0.00 NM	3	\$2,700.00
		Late News								
EVENING N	IEWS									
Start Da	ate End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating			1		
Week: 10/03/1	6 10/09/16	TFS-	3	\$900.00	0.00					
E 2 WGRZ 10/	10/16 10/15/16		CM	11-1135PM	-F&SU,MTWTFS-	:30	6	\$900.00 P02-F 0.00 NM	6	\$5,400.00

Print Date: 10/06/16 09:13:51

WGRZ

Page 2 of 4

Order / Rev:

1310652

Advertiser:

Fund for Greater Public Schools / ISS

Alt Order #: Flight Dates: 08410126

10/06/16 - 10/17/16

Product Desc:

FUND 4 GREAT PUB SKL

Estimate:

End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start LN (M-Su) (11:00 PM-11:35 PM) Late News **EVENING NEWS** End Date Start Date Weekdays Spots/Week Rate Rating MTWTFS-Week: 10/10/16 10/16/16 \$900.00 0.00 \$900.00 P02-F 0.00 NM E 3 WGRZ 10/17/16 10/17/16 LN (M-Su) 11-1135PM-F&SU,M-----:30 \$900.00 CM 1 Late News **EVENING NEWS** Start Date End Date Weekdays Spots/Week Rate Rating \$900.00 0.00 Week: 10/17/16 10/23/16 11-1135PM-F&SU,---TFS-:30 \$900.00 PO2-F 0.00 NM \$2,700.00 E 4 WGRZ 10/06/16 10/08/16 LN (M-Su) CM 3 Late News **EVENING NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/03/16 10/09/16 ---TFS-\$900.00 0.00 11-1135PM-F&SUMTWTFS-E 5 WGRZ 10/10/16 10/15/16 LN (M-Su) CM :30 \$900.00 P02-F 0.00 NM 6 \$5,400.00 (11:00 PM-11:35 PM) Late News **EVENING NEWS** Start Date End Date Weekdays Spots/Week Rate Rating MTWTFS-Week: 10/10/16 10/16/16 \$900.00 0.00 11-1135PM-F&SU,M-----:30 \$900.00 P02-F 0.00 NM \$900.00 E 6 WGRZ 10/17/16 10/17/16 LN (M-Su) CM Late News **EVENING NEWS** Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/17/16 10/23/16 \$900.00 0.00 \$575.00 P02-F 0.00 NM 1135p-1237a ---TF--:30 2 \$1,150.00 E 7 WGRZ 10/06/16 10/07/16 Tonight Show CM (11:35 PM-12:35 XM) Tonight Show **TONIGHT SHOW** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/03/16 10/09/16 ---TF--\$575.00 0.00 E 8 WGRZ 10/10/16 10/14/16 **Tonight Show** CM 1135p-1237a MTWTF--:30 \$575.00 P02-F 0.00 NM \$2,875.00 **Tonight Show** (11:35 PM-12:35 XM) **TONIGHT SHOW End Date** Weekdays Spots/Week Rate Rating Start Date Week: 10/10/16 10/16/16 MTWTF--\$575.00 0.00 M-----\$575.00 P02-F 0.00 NM E 9 WGRZ 10/17/16 10/17/16 CM :30 \$575.00 Tonight Show 1135p-1237a Tonight Show **TONIGHT SHOW** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/17/16 10/23/16 \$575.00 0.00 \$900.00 PO2-F 0.00 NM E 10 WGRZ 10/08/16 10/15/16 Saturday Night Live CM 1130p-105a ----S-:30 \$1,800.00 Saturday Night Live (11:35 PM-1:00 XM) SNL Spots/Week Weekdays Rate Rating Start Date End Date Week: 10/03/16 10/09/16 -----\$900.00 0.00 ----S-Week: 10/10/16 10/16/16 \$900.00 0.00 E 11 WGRZ 10/06/16 10/07/16 Days of Our Lives CM ---TF--:30 \$300.00 P02-F 0.00 NM 2 \$600.00 1p-2p Days of Our Lives DAYS OF OUR LIVES Start Date End Date Weekdays Spots/Week Rate Rating 10/09/16 ---TF--0.00 Week: 10/03/16 \$300.00 :30 \$300.00 P02-F 0.00 NM \$1,500.00 E 12 WGRZ 10/10/16 10/14/16 Days of Our Lives CM 1p-2p MTWTF--Days of Our Lives (1:00 PM-2:00 PM) DAYS OF OUR LIVES Start Date Weekdays Spots/Week Rating End Date Rate MTWTF--Week: 10/10/16 10/16/16 \$300.00 0.00 E 13 WGRZ 10/17/16 10/17/16 Days of Our Lives \$300.00 P02-F 0.00 NM \$300.00 CM M----:30 1p-2p Days of Our Lives (1:00 PM-2:00 PM) DAYS OF OUR LIVES Spots/Week Rating Start Date **End Date** Weekdays Rate M----\$300:00 0.00 Week: 10/17/16 10/23/16

Print Date: 10/06/16 09:13:51 Page 3 of 4

Order / Rev:

1310652

Advertiser:

Fund for Greater Public Schools / ISS

Alt Order #: Flight Dates: 08410126

10/06/16 - 10/17/16

Product Desc:

FUND 4 GREAT PUB SKL

Estimate:

WGRZ

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri Rtg Ty	pe Spots	3	Amount
E 14 WGRZ	10/06/1	6 10/07/16	Dr. Phil 3-4p	CM	258P-4P	TF	:30	2	\$475.00 P02-F 0.00 1	/M	2	\$950.00
DR PHI	ı		Dr. Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	03/16	10/09/16	TF	2		0.00						
E 15 WGRZ	10/10/1	6 10/14/16	•	CM	258P-4P	MTWTF	:30	5	\$475.00 P02-F 0.00 I	1M	5	\$2,375.00
DR PHI	L		Dr. Phil		(3:00 PM-4:0	io Pivi)						
	rt Date	End Date	Weekdays	Spots/Week		Rating				1		
Week: 10/		10/16/16	MTWTF	5		0.00	.20	4	#47E 00 D00 E 0 00		4	¢475.00
E 16 WGRZ	10/17/1	סוו/ווטו ט	Dr. Phil 3-4p Dr. Phil	СМ	258P-4P (3:00 PM-4:0	M IO PM)	:30	1	\$475.00 P02-F 0.00 1	VIVI	1	\$475.00
DR PHI	L				Ì	,				1		
	rt Date	End Date 10/23/16	Weekdays M	Spots/Week	<u>Rate</u> \$475.00	Rating 0.00				1		
Week: 10/ E 17 WGRZ			Ellen 4-5p	CM	359P-5P	TF	:30	2	\$600.00 P02-F 0.00 1	M	2	\$1,200.00
	10/00/1	0 10/0//10	Ellen	<b></b>	000. 0.		.00	_	, , , , , , , , , , , , , , , , , , ,		-	<b>4</b> 1,200.00
ELLEN	4 D-4-	Ford Date	\$\$\$\$\dots	C1-00/I	Data	Detine						
<u>Sta</u> Week: 10/	<u>rt Date</u> 03/16	End Date 10/09/16	Weekdays	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
E 18 WGRZ			Ellen 4-5p	CM	359P-5P	MTWTF	:30	5	\$600.00 P02-F 0.00 h	M	5	\$3,000.00
			Ellen									
ELLEN Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/		10/16/16	MTWTF	5	\$600.00	0.00						
E 19 WGRZ	10/17/1	6 10/17/16	Ellen 4-5p	CM	359P-5P	M	:30	1	\$600.00 P02-F 0.00 h	1W	1	\$600.00
ELLEN			Ellen		(4:00 PM-5:0	0 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/23/16	M	1	\$600.00	0.00						
E 20 WGRZ	10/08/1	6 10/15/16	Local News @ 6p Local News @ 6p		6-630p (6:00 PM-6:3	S-	:30	1	\$720.00 P02-F 0.00 N	IM	2	\$1,440.00
6PM NE	WS		Local News @ of	Ja	(0.001 101-0.5	0 1 101)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/09/16 10/16/16	S- S-	1 1	\$720.00 \$720.00	0.00 0.00						
E 21 WGRZ			Local News @ 6p	Su CM	6-630p	S	:30	1	\$720.00 P02-F 0.00 N	IM	2	\$1,440.00
			Local News @ 6p	Su	(6:00 PM-6:3	0 PM)						
6PM NE	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	-	10/09/16	S	1	\$720.00	0.00						
Week: 10/		10/16/16	S	1	\$720.00	0,00				_		
E 22 WGRZ	10/06/1	6 10/07/16	Local News @ 6p Local News @ 6p		6-630p	TF	:30	2	\$1,500.00 P02-F 0.00 N	IM	2	\$3,000.00
6PM NE	WS		2004/110110 @ 0	7 107 1								
7	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/09/16	Local News @ 6p		\$1,500.00 6-630p	0.00 MTWTF	:30	5	\$1,500.00 P02-F 0.00 N	IM	5	\$7,500.00
E 23 WGNZ	10/10/1	0 10/14/10	Local News @ 6p		0-030p	INT WITE	.50	5	\$1,000.00F02-F0.00 F		,	\$1,500.00
6PM NE			CONTRACTOR STREET, CASA									
<u>Sta</u> Week: 10/	rt Date	End Date 10/16/16	Weekdays MTWTF	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
E 24 WGRZ			Local News @ 6p		6-630p	M	:30	1	\$1,500.00 P02-F 0.00 N	M	1	\$1,500.00
			Local News @ 6p		(6:00 PM-6:3							. ,
6PM NE		End Data	Meckdays	Spots/Week	Data	Rating						
Sta Week: 10/	rt Date 17/16	End Date 10/23/16	Weekdays M		Rate \$1,500.00	0.00						
E 25 WGRZ			Today Show	СМ	Today Show	TF	:30	2	\$775.00P02-F 0.00 N	IM	2	\$1,550.00
TODAY	SHUM		Today Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/09/16	TF	2		0.00				ı		

Print Date: 10/06/16 09:13:52

Page 4 of 4

Order / Rev:

1310652

Advertiser:

Fund for Greater Public Schools / ISS

Alt Order #:

08410126

Product Desc:

FUND 4 GREAT PUB SKL

WGRZ

Flight Dates:

10/06/16 - 10/17/16

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri Rtg Ty	pe S	pots	Amount
E 25 WGRZ	10/06/16	10/07/16	Today Show	CM	Today Show	TF	:30	2	\$775.00 P02-F 0.00 I	MM	2	\$1,550.00
			Today Show							- 1		
TODAY	SHOW											
E 26 WGRZ	10/10/16	10/14/16	Today Show	CM	Today Show	MTWTF	:30	5	\$775.00 P02-F 0.00 I	MM	5	\$3,875.00
			Today Show		•							
TODAY	SHOW		•							- 1		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				- 1		
Week: 10/	10/16	10/16/16	MTWTF	5	\$775.00	0.00				_		
E 27 WGRZ	10/17/16	10/17/16	Today Show	CM	Today Show	M	:30	1	\$775.00 P02-F 0.00 I	MI	1	\$775.00
			Today Show									
TODAY	SHOW									- 1		
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 10/	17/16	10/23/16	M	1	\$775.00	0.00						
E 28 WGRZ	10/09/16	10/16/16	Meet the Press	CM	9-10a	S	:30	1	\$725.00 P02-F 0.00 I	MN	2	\$1,450.00
			Meet the Press		(9:00 AM-10:0	00 AM)				- 1		
MEET T	HE PRES	SS								- 1		
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 10/0	03/16	10/09/16	S	1	\$725.00	0.00				- 1		
Week: 10/	10/16	10/16/16	S	1	\$725.00	0.00	_					
									Totals		76	\$57,930.00

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WGRZ Buffalo	10/4/2016
, Jenna Bimbi	
do hereby request station time concerning the following	lowing issue:
IE for State Senate	

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

This broadcast time will be used by: The Fund for Great Public Schools

# THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT "COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE." FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"  ☐ Yes ☐ No
For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):
I represent that the payment for the above described broadcast time has been furnished by (name and address):
and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").
List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

# THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL IMPORTANCE"

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Fund for Greater Public Schools 800 Troy Schenectady Rd Latham, NY 12110

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Andy Pallotta	on = J			
		_0,		

Signature

### TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

liability, including rea above-requested ad	ne Sponsor agrees to indemnify and hold harmless the station for any damages or ability, including reasonable attorney's fees, that may ensue from the broadcast of the bove-requested advertisement(s). For the above-stated broadcast(s), the sponsor so agrees to prepare a script, transcript, or tape, which will be delivered to the sation at least before the time of the scheduled broadcasts.						
TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)							
10/4/2016	Jenna Bimbi Digitally signed by Jenna Bimbi DN: cort-Jenna Bimbi DN: cor	917-945-1561					
Date	Signature	Contact Phone Number					
<i>T</i> ∈	O BE SIGNED BY STATION REPRESENTA d □ Accepted in Part	A <i>TIVE</i> □ Rejected					

Printed Name

Title

### **AGREED UPON SCHEDULE**

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.